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INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

TIMETABLE AND GENERAL INFORMATION:
ABOUT THE XVITH CONFERENCE AND GENERAL ASSEMBLY

THE PALACE OF CONGRESS
BARCELONA, SPAIN

JULY 24 th to 29 th, 1988

CONFERENCE THEME: MASS COMMUNICATION AND CULTURAL IDENTITY

Sunday, 24th July

10.00am-9.00pm Arrival and Registration at Hotels

2.30 pm International Council Meeting in the Hotel
Sarria Sol

6.30 pm Buses leave from Hotels

7.00 pm Opening Ceremony and Dinner at the Palau de
la Generalitat

Monday, 25th July - Morning

Meetings at Palace of Congress - buses leave Hotels at 9.00 am

9.30am-10.30am: First hour - brief meetings of Sections, Working Groups, etc., to establish contacts, exchange papers, make plans and finalise programme. All paper givers and others interested should meet the relevant convenors in the Cafeteria. All participants will receive the main Section papers at registration but Working Group papers will be restricted in number and convenors will hand to participants a ticket to get papers at this session.

10.30am: Main Plenary Session Room 7 with translation in four languages

MASS COMMUNICATION AND CULTURAL IDENTITY

Chair: James D HALLORAN, IAMCR President

Speakers: Dr Paul Ansah, School of Communication Studies, Legon, GHANA
Dr Tamas Szecsko, Mass Communication Research Centre, HUNGARY
Dr Miguel Moragas i Spa, Universidad Autonoma de Barcelona, SPAIN
Professor Jesus Martin Barbero, Cali, COLOMBIA

followed by Open Discussion

1.00pm LUNCH at the Palace of Congress

Monday, July 25th - Afternoon

3.00pm: SECTION MEETINGS

Bibliography I:

Room 1

Chair: Walery PISAREK (POLAND)

PART I 'Directory of Mass Communication Researchers:
Recent developments, evaluation, plans for
1988-90'

Reports by the Chairman and Dr J Becker: General Discussion

PART II "Transnational Data Flow and Cultural Identity"

Fuentes, Maria) 'L'Edition Electronique et
Recoder, Maria) les Nations sans etat'
Abadal, Ernest) (Spain)
Codina, Luis)

Communication Technology I and Sociology and Social Psychology I: Rock

Room 4B

'Communication Technology and Cultural Identity: Approaches to Research'

Chair: Olga LINNE (UK)

Papers: Salinas, Raquel (Chile)

Melody, William (Canada)

Eapen, K.E. (India) 'Development Communication: A Country Cousin Syndrome'

Burgelman, Jean-Claude
(Belgium)

'Structuring Cultural Identity by outlining a Policy on Communication Technology: The need of a complementary politico-sociological approach'

Discussant: Graham MURDOCK (UK)

Monday, July 25th

3.00pm: SECTION MEETINGS (continued)

International Communication Session I:

'Privatization, Deregulation, and
Transnationalization of Telecommunication'

Room 3

translation in
4 languages

Chair: Hamid MOWLANA (USA)

Papers: Baudhuin, Michael D (USA) 'Privatization, Deregulation
and Transnationalization of
Telecommunications: A
Perspective from American
Industry'

Castilla, Adolfo (Spain)

Garnham, Nicholas (UK)

Mansell, Robin (UK)

'Telecommunication Network-Based
Services: Regulation Market
Structure in Transition'

Miege, Bernard (France)

'Dereglementation et
Transformations du Systeme
Francais de
(Tele)Communications

Schiller, Herbert (USA)

Witte, Eberhard (FRG)

'Restructuring of the
Telecommunication System in
the Federal Republic of
Germany'

Political Economy I:

Room 5B

Chair: Zoltan JAKAB (Hungary)

Papers: Neumaier, John (USA)

'The Limits of Freedom: Some
Practical and Theoretical
Considerations of Western Media
Expression: The Case of the
US'

Downing, John (USA)

'Two Steps Forward, One Step
Back? CNN, Murdoch/Fox, and
Multipolarity in US Corporate
Television in 1988'

Monday, July 25th

3.00pm: **SECTION MEETINGS** (continued)

Professional Education I:
'Textbook Development Projects'

Room 5A

Chair: Kaarle NORDENSTRENG (Finland)

Panelists: Kumar Banerji (India), Francis Kasoma (Zambia),
Joaquin Sanchez (Colombia), Michael Traber (UK)

WORKING GROUP MEETINGS

Sex Roles and the Mass Media I:
'Feminist Theories and Media Studies'

Room 8
translation in
2 languages

Chair: Madeleine KLEBERG and Ulla B. ABRAHAMSSON (Sweden)

Historical Perspectives on the Portrayal of Woman

Papers: Agger, Gunhild (Denmark)

'Covers and Counterparts:
Images of Women in Danish
Family Magazines from the
First Part of the Twentieth
Century'

Hoffman, Marta (Hungary)

'Non-Verbal Trends in Wedding
Photographs - Hungary 1905-86'

Vargas Poma, Maria A.
(Peru)

'Sex Roles Approach 1975-1985:
The Portrayal of Peruvian
Woman Worker within Mass Media'

Pervez, Seema (Pakistan)

'Image of Women in Media'

A Gender Perspective on Socialization of Journalists

Papers: Corboud, Adrienne
Schanne, Michael
(Switzerland)

'Women Journalists and Feminist
Consciousness: Collective
Strategy and Individual
Aspirations of the Swiss Women
Journalists'

Joshi, Ila (India)

'The Interpretation of
Objectives of TV Programmes by
the Employees of the Indian
Television in the Light of
Gender Equality'

Tokgoz, Oya (Turkey)

'Women as Administrators in Mass
Media: A Case Study in Turkey'

Van Zoonen, Liesbet
(Netherlands)

'Deviant Behaviour? Professional
Socialization of Feminist
Journalists'

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

Mass Media and Popular Fiction

Room 6B

Chair: Ib BONDEBJERG (Denmark)

Papers: Bang, Jorgen (Denmark)

'National Television News and Cultural Identity: The need to understand one's self as a Dane'

Bondebjerg, Ib (Denmark)

'Popular Fiction, Narrative and the Melodramatic Epic of American Television'

Braga, Nice (Brazil)

'An Overview of Oral Tradition in Brazil: Literatura de Cordel A Popular Way of Disseminating Messages and News in Rural Areas'

Buitoni, Dulcilia
(Denmark)

'From Popular to Mass Communication: Narrative memory and Soap Opera'

Drotner, Kirsten
(Denmark)

'Intensities of Feeling: Emotion, Reception and Genre in Popular Culture'

Gripsrud, J (Norway)

'Masterton's Male Masterpiece: The Penetrating Story of a Norwegian Western'

Grodal, Torben (Denmark)

'The Genres of Visual Fiction and their Emotional Effects'

Hojbjerg, Lennard
(Denmark)

'Upstairs and Downstairs - Entertainment Serving as Mental Therapy'

Larsen, Peter (Denmark)

'Imported and Domestic Television Fiction Programmes: The Case of Western European Television 1980-1984'

Skovmand, Michael
(Denmark)

'Sherlock Holmes and the Sudden Death of the 3 Volume Novel: An Investigation into the Literature/Media Conjuncture of 1980's Britain'

Agger, Gunhild (Denmark)

Ericsson, Staffan (Sweden)

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

NEQTAR I

(New Developments in Qualitative Audience Research)

Room 6A

Chair: Klaus Bruhn JENSEN (Denmark)

- Papers: Barrios, Leo (Venezuela) 'Ethnographic Research on the Natural Audience of Television: A Latino-American Experience'
- Catsburg, Irene
Tellegen, Saskia
(Netherlands) 'Are Qualitative and Quantitative Audience Research Incompatible? Discussion on the Basis of an Example'
- Hagen, Ingunn (Norway) 'How to Study the Audience's Decoding/Interpretation of TV News'
- Hoijer, Birgitta (Sweden) 'Studying Viewer Reception of Television Programs by in-depth Interviews: Theoretical and Methodological Considerations'
- Katz, Elihu)
Liebes, Tamar) (Israel)
Iwao, Sumiko (Japan) 'Neither Here nor There:
Japanese Reading of Dallas'
- Orive, Pedro (Spain) 'The Spaniards in Front of Television News'
- Rasmussen, Tove (Denmark) 'Text and Context of Reception'

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

Audience Research

Room 2

Chair: Graham MYTON (UK)

Papers: Okigbo, Charles (Nigeria) 'Mirror in the Sun: Dimensions of Gratifications from a Nigerian Soap Opera'

Frissen, Valerie
(Netherlands)

'Heavy Viewing: A Complex multidimensional and relative concept'

Karunanayake, Nandana
(Sri Lanka)

'Audience Research in the Developing World: Constraints and Limitations'

Toro, Wanda del
(Puerto Rico) and
Greenberg, Bradley (USA)

'Television Commercials and Food Orientations among Teenagers in Puerto Rico'

Donohew, Lewis (USA)

'Untitled paper on Audience Attention to News'

Fazal, Shehina (UK)

'Channel 4 and Audience Response'

Tracey, Michael (UK)

'Untitled paper on the Public and Television'

Misra, Sunil (India)

'Audience Research: Issues and Experience'

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

Sport and the Mass Media I:

Room 9

Chair: Michael REAL and Robert MECHIKOFF (USA)

Papers: Theoretical Frames:

- | | |
|-------------------------------|--|
| Corcoran, Farrel
(Ireland) | 'Towards a Holistic Theory of
Mediated Sports' |
| Hargreaves, John (UK) | 'Sport, Power and Culture: The
British Perspective' |
| Wenner, Lawrence (USA) | 'Defining the Parameters of the
Communication of Sport' |

The Olympics:

- | | |
|----------------------------------|--|
| McPhail, Thomas (Canada) | 'Marketing the Olympics: Calgary
and Beyond' |
| Moragas i Spa, Miguel
(Spain) | 'Barcelona '92: Communication
and Culture' |
| Pietila, Jyrki (Finland) | 'Newspaper Coverage of the
Olympics: Finnish Reporting' |

Regional Studies:

- | | |
|--------------------------|---|
| May, William (Japan) | 'Japanese Sports Journalism and
'Spiritualism' (Seishin)' |
| Agrawal, Binod (India) | 'India: Sports Telecasts through
a Single Channel Satellite
System in a Multi-Lingual
Culture' |
| Khurana, B. K. (India) | 'Indian (Doordashan) TV Coverage
of the Reliance World Cup
Cricket Series: Production and
Reception' |
| Kasoma, Francis (Zambia) | 'The Use of Military Language
in International Soccer
Reporting in Africa' |
| Magayu, Magayu (Kenya) | 'Soccer: the Most 'Political'
Sport in Kenya' |
| Stein, Ulrich (Germany) | 'TV--Soccer in Germany and
Brazil as Narrative and Ritual' |

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

The Historical Perspective in Mass
Communication Research

Room 4A

Chair: Owen V. JOHNSON (USA)

- Papers: Uricchio, William (USA) 'The Creation of German Television and Problems of Identity'
- Newsom, Douglas A. (USA) 'Public Relations, a US Export'
- Johnson, Owen V. (USA) 'The Historical Perspective in the American Study of Soviet Mass Communications'
- Lewenstein, Bruce (USA) 'Emergence of Environmental Reporters in the United States: A New Breed in the 1960s'
- Evuleocha, Stevina (USA) 'International Communication Relations: The Emergence of an International Telecommunications Regime?'
- Rantanen, Terhi (Finland) 'The Historical Perspective in the European Study of Soviet Mass Communications'

GRACIAS

Office

(Group for the Advancement of Communication in the Americas)

Chair: Ramona RUSH (USA)

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

Media Education I:

Room 10

Chair: Mette NORDENTOFF (Denmark)

Papers: Alro, Helle (Denmark)

'Media Education in the Foreign Language Classroom'

Bartak, Jan
(Czechoslovakia)

'The Educational Influence of Journalistic Activity'

Crespo, Bartolome
(Spain)

'Los Medios de Comunicacion Y La Identidad Cultural'

Foley, K. Sue (USA)

'Assessing Cable Television Technology for Education: Ten Years of Experience with Warner QUBE'

Joshi, Ila (India)

'Content Analysis of Countrywide Classroom'

Kumar, Keval (India)

'Defining Media Education: An Historial Perspective'

Nordentoft, Mette
(Denmark)

'The Didactics of New Information Technology: A School Dictionary as an Illustration'

Schneller, Rafael
(Israel)

'Concepts and Strategies in different Media-Education Programs in Israel'

Tellegen, S.B.
Catsburg, H.
(Netherlands)

'What Makes Schoolchildren Read?'

Torres Miguel Reyes
(Chile)

'Family and Television, Some Latinamerican Experiences'

Tufte, Birgitte (Denmark) 'Television in Education'

6.30pm: Reception by Media, Culture and Society to celebrate the Journal's 10th birthday at the Palace of Congress

7.30pm: Buses leave Palace of Congress for Hotels and will wait at Hotels to take participants on to the Dinner

8.30pm: Dinner given by Television-Espanola (TVE) in Palau Pedralbes

Tuesday, July 26th - Morning

9.30 am: SECTION MEETINGS

Law I with International Communication II, History I and
Communication Technology II:

Room 3

Translation in
4 languages

Information Technology, Law and Human Rights'

A COMMEMORATION OF THE 40th ANNIVERSARY OF THE UNIVERSAL
DECLARATION OF HUMAN RIGHTS

Chair: Cees HAMELINK (Netherlands)

Keynote address: John P. Humphrey

Presentation of results of a study on Communication and Human Rights in Eight Asian Countries.

Introductory Statements by Chairpersons of the Afternoon Working Groups.

Plenary discussion

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS

Communication Theory and Research Methodology Room 9

Chair: Dr Anwar AL-GHASSANI (Costa Rica)

Papers: Al-Ghassani, Anwar

'Communication Science and
Mass Communication Science:
Some Reflections'

Jakubowicz, Karol
(Poland)

'Current Situation in
Communication Theory and
Research Methodology in Poland'

Monge, Peter)
Rogers, Everett)
Contractor, Noshir) (USA)
Cozzens, Michael)

'Investigating Process in
Communication Research'

Okigbo, Charles (Nigeria)

'Playing Politics: Press
Coverage of Two Elections'

Pilotta, Joseph (USA)

'Theoretical Issues in the Study
of Communication & Technology'

Rodrigo Alsina, Miguel
(Spain)

'Bases Y Principios del Modelo
Sociosemiotico de la
Comunicacion'

Sandoval, Carlos
(Costa Rica)

'Algunas Concepciones acerca de
la Comunicacion Popular
Alternativa en America Latina:
Surgimiento, Caracteristicas y
Perspectivas'

Skinner, Ewart (USA)

'Foreign TV Program Viewing and
Dependency: US Television
Viewing in Trinidad and Tobago'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Environmental Issues and the Mass Media

Room 1

Chair: Anders HANSEN (UK)
Co-Convenor: Taruna TANWAR (India)
Discussant: Kim MINKE (Denmark)

- | | |
|--|---|
| Papers: Bruck, Peter (Canada) | 'Media Research and Political Action: Towards a Project of Social Intervention' |
| Einsiedel, Edna (Canada) | 'Patterns of Environmental Coverage in the Canadian Press' |
| Glynn, Carroll (USA) | 'Communication and Science Policy Decision Making: A Cross Cultural Comparison' |
| Nohrstedt, Stig Arne (Sweden) | 'Contamination and the Right of Information: Swedish Experiences After Chernobyl' |
| Diggelmann, Andreas (Switzerland) | 'Forest Decline in the Swiss Mass Media: Everyday Journalism versus Scientific Information' |
| Dubey, V.)
Singh, R.P.N.) (India)
Pandey, K.N.) | 'Mass Media and Environmental Issues - A Case of India' |
| Guizzardi, G. (Italy) | 'Mass Media and Mass Emergencies Chernobyl and the Italian Newspapers' |
| Wang, Zhixang (China) | 'Chinese Media Coverage of Environmental Disaster' |

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

NEOTAR II

Room 6A

(New Developments in Qualitative Audience Research)

Chair: Klaus Bruhn JENSEN (Denmark)

Papers: Kreutzner, Gabriele (FRG) 'Toward a "Critical" Ethnography of Television Audiences'

Jensen, Klaus B. (Denmark) 'Surplus Meaning: Outline of a Pragmatic Theory of Media Reception'

Lindlof, Thomas (USA) 'Problems in decolonizing the human subject in audience research'

Lull, James (USA) 'Deconstructing the audience-as-nuisance in the writing of cultural studies fictions'

Nielsen, Niels-Aage (Denmark) 'Some Problems of Reception Analysis and Communication Theory'

Schroeder, Kim (Denmark) 'The Quality of Experience: On the Criteria of Art and Cultural Industry'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Social Uses of Micro-Computers

Room 8
Translation in
2 languages

Chair: Josiane JOUET (France)
Serge PROULX (Canada)

Papers: Krueger, Linda (USA)

'Socialization Through
Computer Bulletin Board
Systems: A Case Study'

Murdock, Graham)
Hartmann, Paul) (UK)
Gray, Peggy)

'Home Computers: The Social
Construction of a Complex
Commodity'

Proulx, Serge)
Tahon, Marie) (Canada)

'Word Processing at Home and
Quebec Intellectuals'

Venkatesh, Alladi (USA)

'Social Impacts of Computing in
the Home - A Presentation of
the results of Project Noah'

Dutton, William) (USA)
Rogers, Everett)

'Diffusion of Microcomputers
among Households'

Lacroix, Jean-Guy
(Canada)

'Inegalite Sociale et micro-
ordinateur domestique'

Jouet, Josiane (France)

'Social Uses of Microcomputers
in France'

Comic Art Around the World

Room 2

Chair: John A LENT (USA)

Papers: Coma, Javier (Spain)

'The Spanish Comic Books'

Koch, Ursula (Germany)

'Two Neighbour Nations in
Political Caricature--The
Germans Seen by Le Charivari
of Paris; The French Seen by
Kladderadatsch of Berlin'

Santoro, Jean-Louis
(France)

'TV Cartoonists: A
Comprehensive and Shaping
Intervention on the French
Television: A Study over the
Past Five Years'

Sreberney Mohammadi, A.
(USA)

'The Islamic Republic and Its
Foreign Images: Visual
Propaganda in Imam Magazine'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Media Education II

Room 10

Chair: Mette NORDENTOFT (Denmark)

Continuation of Session I

Political Communication Research Group I

Room 5B

Chair: David PALETZ (USA)

Papers: Canel, Maria J. (Spain)

'Journalism, Communication and Advertising'

Kim, Chie-Woon)
Park, Kee-Soon) (Korea)

'The Political-Press Complex in Korea'

Jakubowicz, Karol
(Poland)

'Polish Television: The Sender
is the Message?'

Lee, Dongshin
(South Korea)

'An Examination of
Media-Political Socialization
Theories'

Pearson, Roberta (USA)

'A Refined and Civilised Method
of Exploitation: A Marxist
Critique of the Hollywood
Musical'

Luther, Sara F. (USA)

'The Politics of the ITU in a
NIICO Environment'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Third World Liberation Movements, Media
and Cultural Identity

Room 4A

Chair: Awatef Abdel RAHMAN (Egypt)

Papers: Becker, Jorg (FRG)

Hutin, Francois-Xavier
(France)

Hailu, Brook (Ethiopia)

Abdalla, A (Egypt)

Beneyto, Juan (Spain)

Hernandez, Gladys (Colombia)

Egbon, Mike (Nigeria)

Contribution by Representatives of Liberation Movements

General discussion including contributions from:

Walery Pisarek (Poland), Husamattin Unsal (Turkey),
Robert White (UK), Anwar Al-Ghassani (Costa Rica),

Mass Media and Public Opinion joint with WAPOR Room 5A
(World Association for Public Opinion Research)

Chair: Wolfgang DONSBACH (West Germany)

James D HALLORAN (President of IAMCR)

Papers: Crespo, Bartolome
(Spain)

'Newspaper Design & the Interest
of Readers'

Meyer, Philip (USA)

'Defining and Measuring Mass
Media Credibility'

Wert, Jose (Spain)

'Uses and Misuses of Survey
Polls in the Media'

Da Via, Sarah (Brazil)

'Mass Media and Students'
Political Behaviour'

Kepplinger, Hans
(West Germany)

'Instrumental Topicality - The
Impact of Professional Values
and Personal Opinions on the
Selection of News on Central
America'

Edelstein, Alex (USA)

'Cognitive Variables for Public
Opinion Research'

Respondent: Edurne Uriarte BENGOETXEA (Spain)

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Democratisation of the Media

Room 6B

'Theoretical Models and Dimensions of the Process of
Democratisation of Communication'

Chair: Robert WHITE (UK)

1. Socio-Political-Cultural Factors

Papers: Agrawal, Binod (India)

'Cultural and Contextual Meaning
of Democratisation of
Communication: An Asian
Perspective'

Uche, Luke (Nigeria)

'Democratization of
Communication in a Modernizing
Political Culture: The 'History
Repeats Itself' Syndrome in the
Nigerian Democracy'

Roncagliolo, Rafael
(Peru)

'Democratization of
Communication in Latin America:
Macro and Micro Perspectives'

2. Technological Factors

Papers: Jakubowicz, Karol
(Poland)

'The New Media and Prospects for
Democratization of
Communication'

3. Institutional, Procedural Factors

Papers: Dervin, Brenda (USA)

'Democratization of
Communication: The Invention
Mandate'

II CASE STUDIES

Papers: Jayaweera, Neville (UK)

'Experiences in People's
Communication: Manila, West
Bengal, Tamil Nadu and Mexico'

Bruck, Peter (Canada)

'Discourse and Democracy:
Reconsidering the Politics of
News Research'

Jankowski, Nick)
Vos, Koos)
Brouwer, Wim)
(Netherlands)

'Media in their own hands: An
Experiment in Training
Resident Groups in Video
Production for Community
Television'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Democratisation of the Media (continued)

Room 6B

Prieto, Francisco (Mexico)	'People's Radio in Mexico: Urban and Rural Cases'
Rockman, Arnold (Canada)	'Computer Networks for Democratization of Communication'
Vilanilam, J. V. (India) Jayan, K. K. (India)	'Another Communication in Kerala: Case Study of KSSP'
Patil, Jaya (India)	'Dilemmas in Democratization of Communication in India'
Robinson, Deanna (USA)	'Social Power and Democratic Possibility'
Hulten, Olof (Sweden)	'Neighbourhood Radio Stations in Sweden'
Vreg, France (Yugoslavia)	'Political Communication in Pluralist Society - Democratization of Communication in Yugoslavia'
Waterman, Peter (Netherlands)	'From 'Global Information' to 'Internationalist Communication': Reconceptualising the Democratisation of International Communication'
Gonzales, Jorge) Mugnaini, Fabio) (Mexico)	'Metodologia, Metodos, Tecnicas para un PROTOCOLO DE OBSERVACION ETNOGRAFICA de los usos diferenciales y los modos de ver las Telenovelas'
Good, Leslie (USA)	'Critical Education as Empowerment'
Hujanen, Taisto (Finland)	'Democratisation of Communication and the New Ethnic Minorities of Western Europe'
Comments from Dallas SMYTHE (Canada)	

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Communication, Policy and Planning I

Room 4B

Chair: Asle ROLLAND and Sissel LUND (Norway)

Papers: Garuba, Chris

'Development Paradigms:
Implications for Communication
Policy and Planning'

Sepstrup, Preben
(Denmark)

'Transnationalization of
Television in Western Europe'

Syvertsen, Trine (Norway) 'Broadcasting Policy and the
Public Debate: Some
International Comparisons'

Agrawal, Binod (India)

'Need of Communication Research
for Policy and Planning in
India'

Boafo, S. T. Kwame (Ghana) 'Audience Research and
Broadcasting Policy-Making and
Programme Planning: The Case of
Sub-Saharan Africa'

Braman, Sandra (USA)

'Information Policy Trends in US
Constitutional Law,
'Definitions of Information and
the Information Policy-Making
Process'

Brown, Duncan (USA)

'Reshaping the Debate over
Broadcast Regulation in the
United States'

Burgelman, Jean-Claude
(Belgium)

'Structuring Cultural Identity
by Forecasting a Policy on
Communication Technology: The
Need for a complementary
politico-sociological Approach'

Colle, Royal } (USA)
Jalan, Mallika)

'Developing a Needs Analysis
Model for Communication
Training'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Communication, Policy and Planning I (continued) Room 4B

- Papers: Dubey, V. K.) (India)
Pandey, K.N.) 'Spread, Use and Impact of
Information Technology on
Indian Society'
- Milone, Paulo Cesar
(Brazil) 'Advertising and Durable Goods:
The Brazilian Case'
- Pauwels, Caroline
(Belgium) 'Television without Frontiers:
How to Preserve European
Culture by Means of
Broadcasting Policy'
- Servaes, Jan)
Drijvers, Jan) (Belgium) 'Belgium: Commercial and/or
Public Service Television with
and/or without Frontiers?'
D'Hondt, Peter)
- Spanish contribution

The Media Construction of Public Intelligence Office

Chair: ✓Sari THOMAS (USA)

- Papers: Cornfield, Michael
(USA) 'The News Story with No Name:
National Press Coverage of the
Iran-Contra Affair/Crisis/
Scandal, 1985-87'
- Dordick, Herbert (USA) 'Political Decision-Making and
Scientific Understanding'
- ✓Gordon, Thomas (USA) 'Media and Imagination: Effects,
Processes, and Potentials'
- Jarvie, Ian (Canada) 'Federal Legislation to Control
Movies: The Failure to Build a
Consensus, 1927-1937'
- Marvin, Carolyn (USA) 'Standardized Literacy Tests as
Agents of Cultural Ideology'
- Tankel, Jonathan) (USA)
Banks, Barbara) 'Informing the Public about Sex
through the Media'
- ✓Thomas, Sari) (USA)
Evans, William) 'Public Information about
Scientific Research'
- ✓Whitney, Charles)(USA)
✓Wartella, Ellen) 'Comments on Media-Produced
Ignorance'

1.00pm: LUNCH at the Palace of Congress

Tuesday, July 26th - Afternoon

3.00pm: SECTION MEETINGS

History II

Room 6B

'Historical Prospectives on Media and Cultural Identity'

Chair: Gunter HEIDORN (DDR)

- | | |
|--|---|
| Papers: Mohapatra, Chintamoni
(India) | 'On Writing a History of
Communication Thoughts' |
| Johnson, Owen V. (USA) | 'War and the Imperatives of
National Identity: The Slovak
Press 1939-45' |
| Heidorn, Gunter (DDR) | 'Historical Prospectives and
Cultural Identity considering
in particular the Developing
Countries' |
| Fathi, A (Canada) | 'The Catholic Pulpit as a
Medium of Public Communication
in pre-Conferederation Quebec' |
| Dolanska, Nora
(Czechoslovakia) | 'Problems of Czech Scientific
Publicism' |
| Kalina, Vladimir
(Czechoslovakia) | 'The Sketch as the Most Typical
Journalistic Genre of National
Identity' |
| Krivankova, A.
(Czechoslovakia) | 'The Role of the Czech Press in
the National and
Democratic Revolution in the
years 1944-1945' |
| Osvaldova, Barbora
(Czechoslovakia) | 'Children's & Juvenile
Literature as a Basic Means for
the Formation of National
Awareness' |
| Trunecova, L
(Czechoslovakia) | 'The Role of the Press Agency in
the Struggle for National
Identity/Czech Experience - The
Rise and Formation of the
National Press Agency CTK' |

Tuesday, July 26th

3.00pm: SECTION MEETINGS (continued)

International Communication III

Room 4B

'Mass Communication and Cultural Identity in an International Context'

Chair: Hamid MOWLANA (USA)

Panel A - Theoretical and Conceptual Frameworks

Papers: Cherif, Mustapha (Algeria) 'New Communication Technologies and Cultural Identity'

Cooper, Thomas (USA) 'Global Universals: In Search of a Common Ground'

Dervin, Brenda (USA) 'Communication as Cultural Identity: The Invention Mandate'

Jayaweera, Neville (UK) 'Mass Communication and Cultural Identity: The International Problematic'

Ogan, Christine (USA) 'The Proliferation of New Communication Technologies and their Impact on Culture: A Research Agenda for the Cross-Cultural Study of VCRs'

Ravault, Rene-Jean (Canada) 'International Communication Studies as sine qua non for a Copernican Revolution in Communicology'

Servaes, Jan (Belgium) 'Cultural Identity in East and West'

Tuesday, July 26th

3.00pm: SECTION MEETINGS (continued)

International Communication III (continued)

Room 4B

Panel B - National and Regional Studies

Papers: de Bens, Elsa (Belgium)	'Imported Programmes on National Television Channels: A Menace to Cultural Identity?'
El Batrik, Nesma (Egypt)	'National Identity and the Technology of Communication - The Case of Egypt'
Kandil, Ragia (Qatar)	'Communication and the Cultural Identity of the Gulf States: A Case Study on the State of Qatar'
Mahamid, Yahia (USA)	'The 'Dallas' Phenomenon in Algeria: Cultural Imperialism of Appropriation?'
Motamed-Nejad, Kazem (Iran)	'Mass Communication and Cultural Identity in post-revolutionary Iran: Ten Years of Experiences of Islamic Republic of Iran'
Pares i Maicas, Manuel (Spain)	'Some Considerations on the European Identity and Mass Communication'
Pauwels, Caroline (Belgium)	'Television without Frontiers: How to Preserve European Culture by Means of Broadcasting Policy'
Surlin, Stuart (Canada)	'Television Viewing and Cultural Identity Among North American and Caribbean College Students'
Uche, Luke (Nigeria)	'Mass Communication and Cultural Identity: The Unresolved Issues of National Sovereignty and Cultural Autonomy in the wake of New Communication Technology'
Diaz Mancisidor, Alberto Diezhandino Nieto, M P (Spain)	'La Television Privada en Espana'

Tuesday, July 26th

3.00pm: SECTION MEETINGS (continued)

Law II: Six Seminars

Chair: Cees HAMELINK (Netherlands)

David GOLDBERG (UK) Privacy and Information Technology
Room 1

Friederik KNABEN (FRG) Freedom of Expression and
Information Technology
Room 2

Cees HAMELINK (Netherlands) Participation in Arts, Science
and Culture and Information
Technology Room 4A

Wolfgang KLEINWACHTER (GDR) Access to Public Services and
Information Technology
Room 9

Deanna ROBINSON (USA) Information Technology and the
Impact on Volume and Quality of
Work Office

Joint with Communication Technology III

Daniel BECAURT (France) 'Social Implications of New
Legislation on Intellectual
Property Protection'
Room 10

Political Economy II

Room 5B

Chair: Zoltan JAKAB (Hungary)

Professional Education II:

Room 5A

'Communication Education and Cultural Identity'

Chair: Yassen ZASSOURSKY (USSR)

Papers: Paldan, Leena (Finland)

'The Challenge of International-
ization for Professional
Execution of Journalists'

Rush, Ramona (USA)

'Communications, Equity and
Training - Some Hope for the
Information Age'

Splichal, Slavko)
(Yugoslavia))
Sparks, Colin (UK))

'Report on the Journalism
Students Survey'

Kim, Soon-Jin (USA)

'Biased Political Terms
Questioned
'Free/Western/Eastern/Third
World/North-South' are
Propaganda Tools'

Tuesday, July 26th

3.0 pm: SECTION MEETINGS (continued)

Sociology and Social Psychology II: 'Current Research'

Room 8
Translation in
2 languages

Chair: Olga LINNE (UK)

- | | | |
|---------|--|--|
| Papers: | Gumpert, Gary) (USA)
Cathcart, Robert) | 'Media Stereotyping: Images of the Foreigner' |
| | Tayie, Samy (Egypt) | 'Influence of the Mass Media in Forming Young Egyptian's Images of Foreigners and Foreign Countries' |
| | Takeuchi, Ikuo)
Ikeda, Ken'ichi) (Japan)
Goto, Masayuki) | 'Mass Media and Voting Behaviour in the 1986 National Election in Japan' |
| | Donsbach, Wolfgang (FRG) | 'Factors Influencing Exposure to Practical Media Content' |
| | Wang, Zhixiang (China) | 'Changing Practice in Changing Politics - New Development of the Chinese Mass Media' |
| | Hansen, Anders (UK) | 'The Social Construction of the Environment' |
| | De Sousa, Mauro Wilton
(Brazil) | 'The Soap Opera and Its Mediations in the Urban Centres' |
| | Strand, Hans (Sweden) | 'Linguistic Communication and Interaction on Television' |
| | Becker, Lee)
Hemels, Bernadette) (USA) | 'The Impact of Training on User Evaluations of Video Text' |

Tuesday, July 26th

3.00pm: WORKING GROUP MEETINGS

Sex Roles and the Mass Media II:
'Women in Advertising; Images Reception
and Regulation'

Room 6A

Chair: Madeleine KLEBERG and Ulla ABRAHAMSSON (Sweden)

- Papers: Behera, Sunil (India) 'Gender Role Biases in the Indian Television Programmes'
- Sasidharan, Rekha (India) 'Advertised Image of Indian Women'
- Flick, Marian (Norway) 'A Framework for Analysing Advertising; Gender Roles and Social Change'
- Beardsell, Susan (UK) 'The Use and Possible Consequences of Female Sexuality in Television Advertisements'
- Rowe, Kathleen (USA) 'Porn-Vertising, Patriarchy and Law'

Gender and Reception of Mass Media Content

- Greenberg, Bradley (USA) 'Gender Differences in Adolescents' Media Use, Exposure to Sexual Content, Parental Mediation and Self-Perceptions'
- Jerslev, Anne (Denmark) 'Who's That Woman - On Madonna Images'
- Meier, Uta (Netherlands) 'Domestic Power and Television Use'
- Nikopoulou, Lia (USA) 'The Use of Mass Media in The Construction of Sexuality by Young Adolescent Girls'
- Okigbo, Charles (Nigeria) 'Gender Representation in the Nigerian Press'
- Fontcuberta, Mar de (Spain) 'Women's Magazines'
- Sassi, Sinikka (Finland) 'Woman and Communication in a West-African Society'

Tuesday, July 26th

3.00pm: WORKING GROUP MEETINGS (continued)

Communication and Third World Countries:
The Impact of Transnationalization and
Privatisation

Room 3
Translation in
4 languages

Chair: Gerald SUSSMAN and Josep ROTA (USA)

Papers: Fadul, Ana Maria

'Development and Perspectives on
Computerized Communication in
Brazil'

Lent, John A. (USA)

'Communication Technology in
the Caribbean: Ever-Increasing
Dependency'

Moragas i Spa, Miguel
(Spain)

'The Sociology of Cultural
Transfer in the Third World'

De Camargo, Nelly
(Brazil)

'Communication and Cultural
Policies in Brazil'

Ascroft, Joseph (USA)

'Telecommunication Transfers,
Culture and Development in
Nigeria'

Mody, Bella (USA)

'Communication and Cultural
Resistance in India'

Cuthbert, Marlene
(Canada)

'Transnationalization of Musical
Culture in the Caribbean'

Servaes, Jan (Belgium)

'Is Technology the Message?'

Rota, Josep) (USA)
Cambridge, Vibert)

'Functions and Dysfunctions of
the New Information
Technologies in Latin America
and the Caribbean'

Sussman, Gerald (USA)

'Transnationalization of
Communication in the NICs: A
Study of Singapore'

Mayo, John (USA)

'Technology: A Facilitator of
Participatory Communication?'

Gonzalez, Henry G. (USA)

'Peruvian Television in the
1980s: Cultural Dependence or
Autonomy?'

Frith, Katherine (USA)

'Transnational Advertising and
the Consumer Culture in
South East Asia: A
Confrontation of Value Systems'

Discussant: Howard FREDERICK (USA)

Tuesday, July 26th - Evening

6.30pm: Buses will leave Palace of Congress for Hotels

8.00pm: Buses will leave Hotels for Dinner

8.30pm: Dinner given by Diputacio de Barcelona at Les Drassanes

Wednesday, July 27th - Morning

9.30am: SECTION MEETINGS

Bibliography II:

'New Publications on Mass Communication:
Regional and National Overviews'

Room 1

Chair: Walery PISAREK (Poland)

Papers: Bohrmann, Hans (FRG)

'Report of Literature on Mass
Communication from Federal
Republic of Germany, Austria
and Switzerland (1986-1987)'

Craipeau, Sylvie)
Briole, Alain) (France)
Mallein, Philippe)
'New Trends in Theory,
Methodology and Interests in
Mass Communication Research in
France'

Gatura, Rahab (Kenya)

'New Mass Communication
Literature in Africa'

Gutierrez, Antonio (Spain)
'The Latest Spanish Publications
on the Mass Communication
Research Trends and Interests
in Spain'

Maczuga, Janina (Poland)

'The New
Central-and-East-European
Publications in Mass
Communication 1986-1988'

Rahman, Awatef (Egypt)

'The Egyptian Literature on
Mass Communication; An Overview
of Theory and Methodology'

Communication Technology IV and
Professional Education III:

'Application of Communication Technology
in Education'

Room 8
Translation in
2 languages

Chair: William MELODY (Canada)

Papers: McDonald, Daniel (USA)

'Rural Audiences and Motivation
for Technology Use - Evidence
across time and across
cultures'

Westlund, Richard (USA)

'The Global Implications of
Desktop Publishing'

Mondol, Harold (USA)

'The Emerging Role of TV in
Asia'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

<u>Communication Technology IV and Professional Education III:</u> (continued) 'Application of Communication Technology in Education'	Room 8 Translation in 2 languages
Papers: Valente, Thomas (USA)	'The Impact of Information Technology on Organisational Structure'
Meier, Werner (Switzerland)	'Small States in the Shadow of Giant Neighbours Swiss Cultural Identity at Stake?'
Verstraeten, Hans (Belgium)	'Communication Technology and Industrial Strategy: An Area of Contradictions and Conflicts'
Greenberg, Bradley (USA)	'Teletext in the UK: Patterns, Attitudes, and Behaviours of Users'
McSween, Charles (USA)	'Atomization or Activism? The Impact of Personalization of Mass Media'
Steinfeld, Charles) Fulk, Janet) (USA)	'Computer-Mediated Communication Systems as Mass Communication Media'
Mody, Bella (USA)	'Contextual Determinants and Contextual Consequences of Communication Technology in Third World Nations: A Focus on Cultural Forces'
Mody, Bella) Borrego, Jorge) (USA)	'Contextual Analysis of the Adoption of a Communication Technology: The Case of the Morelos Satellite System in Mexico'
Ryu, Dachee (USA)	'An Integrated Model of the Use of Electronic Mail: The Effects of Sex, Group, Cohesiveness, Medium Characteristics, and Social Information'
Pelachaud, Guy (France)	'Computerization of the Written Word and Communication Networks: Towards a New Medium of Communication'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

Communication Technology IV and
Professional Education III (continued)

Room 8
Translation in
2 languages

- Papers: Bardoel, Jo
(Netherlands) 'New Information Technology and
Journalistic Domain'
- Miller, James (USA) 'Videotex in France, Canada and
the US: Current Conditions and
Future Prospects'
- Holaday, Duncan (USA) 'Local Adjustment to New
Communication Technology - An
Indonesian Case'
- Viggiano, Gregory (USA) 'Latin American Satellite
Usage'
- Raboy, Marc (Canada) 'New Television Services and
Cultural Identity in Canada:
Two Solitudes in the era of
Multiple Choice'
- von Feilitzen, Cecilia
(Sweden) 'Nordic Satellite Television: A
Means to Strengthen Cultural
Identity?'
- Ferreira, Leonardo (USA) 'Perspectives and Implications
of the Regional Andean
Communications Satellite
System: The Condor Project'
- Treffkorn, Hans (GDR) 'New Technologies in Mass Media
- Needs and Possibilities of
Implementing a New Branch of
Study into the Training
Programmes for Journalists'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV:

Room 5A and
Division into
other rooms

'Communication and International Community:
Current Research on International Communication'

Chair: Hamid MOWLANA (USA)

Panel A - International Media Flow

Papers: Alexandre, Laurien (USA)	'Public Diplomacy, Government Disinformation and the Voice of America'
Boyd, Douglas) Straubhaar, Joseph) (USA)	'Public vs Private Diplomacy: The British and the American International Television Experience'
Cooper, Anne) (USA) Flournoy, Don)	'Televised International News in 5 Countries: Thoroughness, Insularity, and Agenda Capacity'
Danielian, Lucig) Bredlinger, Nancy) (USA) Shoemaker, Pamela)	'Who Gets Covered and Why: Using Deviance and Social Significance to Explain US News Coverage of World Events'
Elewainy, Mohamed (Egypt)	'The Arab World & International Flow of Communication'
Gross, Peter) (USA) Chu, James)	'Taiwan's Image in Major World Newspapers: A Study of Gate-keeper Attitudes, Perceptions, and Editorial Processes'
Jakubowicz, Karol (Poland)	'The Media-Political and Economic Dimensions of Television Programme Exchange between Poland and Western Europe'
Malek, Abbas) (USA) Myrick, Howard)	'Telecommunications and International Relations: A Case Study of the Television Series 'Capital to Capital'
Murciano, M. (Spain)	'International Communication Research in Spain'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV (continued)

Room 5A and
Division into
other rooms

Panel B - Communication and World Order

Papers: Abbas, Qaisar (USA)

'Development or Dependency?
Theoretical Polemics of
Development Communications
and the Third World'

✓ Frederick, Howard (USA)

'UNESCO's Mass Media
Declaration: Its
Accomplishments 10 Years Later'

✓ Land, Mitchell
(Ivory Coast)

'The Challenge of First World
Industrialized Culture in the
Third World, Assumptions and
Realities: A Look at Television
in the Cote d'Ivoire'

✓ Mahoney, Eileen (USA)

'The Political Component of the
Emerging World Information
Economy'

✓ Nordenstreng, Kaarle
(Finland)

'Report on the Mass Media
Declaration of UNESCO'

✓ Rahman, Awatef (Egypt)

'The New African Order of
Information and Communication:
Why and How'

Sonaike, S. Adefemi
Oso, Lai (Nigeria)

'Some Limitations and
Impediments to Self-Reliance as
a Third World Development
Strategy: Lessons from Nigeria'

✓ Odermann, Heinz (GDR)

'Current International
Information and Communication
Relations as an Element of a
Comprehensive System of
International Peace and
Security'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV (continued)

Room 5A with
Division into
other rooms

Panel C - Communication Systems: Structure, Power and Social Order

- | | |
|---|---|
| Papers: Daza, Gladys (Colombia) | 'Requirements, Models and Consumption of the Communication Television Products' |
| Kim, Soon Jin (USA)
de Lima, Venicio (Brazil) | 'EFE's Growth Potential'
'State, Television and Political Power in Brazil' |
| Luther, Sara F. (USA) | 'Yankees in Havana: A Seminar in Mass Communication' |
| Flores, Eliut (USA) | 'The Role of New Communication Technologies in the Cultural and Political Process of Puerto Rico' |
| Maxwell, Richard (USA) | 'Regionalism and the Geographical Logic of Television in Spain' |
| Oliveira, Oma S. (Brazil) | 'Media Systems and Politics in Belize' |
| Singhal, A.)
Contractor, N.) (USA)
Rogers, E.) | 'A Resource Dependency Perspective on Television Broadcasting Systems in India and Mexico' |
| Zolf, Dorothy (Canada) | 'The Impact of Technological Change on the Broadcasting Industry in Canada' |

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV (continued)

Room 5A and
Division into
other rooms

Panel D - Communication Technologies and their Impact on National
and International Policies

Papers: Becker, Jorg (FRG)

'Telematics and Another Foreign
Development for West Germany: A
Plea for a New Third World-
European Relationship'

Dabbous, Sonia) (Egypt)
Amin, H. Y.)

'An Egyptian Satellite, Why?'

Donow, Kenneth (USA)

'The Political Economy of HDTV
Standards'

Foley, Joseph (USA)

'Privatization and Control:
Implications of US Policies on
the Transfer of Station
Licences'

Janus, Noreen (USA)

'International Data
Communication: Development
Networks and National Policies
in the Third World'

Siddiqi, Mohammad (USA)

'An Assessment of the Evolving
Telematics Policies in the
Third World: A Case Study of
Malaysia'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV (continued)

Room 5A and
Division into
other rooms

Panel E - Communication in Socio-Economic and Political Development

Papers: Braga, Nice (Brazil)	'Communication in Rural Brazil'
Delgado i Clavera, E. (Spain)	'Communication and Regional Development'
Hochheimer, John (USA)	'Community Action for Farm Crisis Intervention: Developing Support through Communication'
Kivikuru, Ullamaija (Finland)	'Communication in Transition: The Case of Tanzanian Villages'
Mowlana, Hamid (USA)	'Communication, Legitimacy, and Revolution: A Study of Opposition Media Outside National Borders'
Oso, Lai) Sonaike, Adefemi) (Nigeria)	'Community Media and Development in the Nigerian Context'
Singh, Kusum (USA)	'Mass Communication without Mass Media: Gandhi-Mao Legacy'
Stauffer, John) Hobbs, Renee) (USA) Frost, Richard)	'Comprehension of Television Editing Conventions by African Tribal Villagers'

Law III:

Room 4A

Chair: Cees HAMELINK (Netherlands)

Reports from Seminars

Plenary Discussion

Business Meeting: Future Activities of the Legal Section

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

Sociology and Social Psychology III: Room 6A
'Classic Themes in Mass Communication Research'

Chair: Olga LINNE (UK)

Papers: Golding, Peter (UK) 'Media and Democracy'

Gandy, Oscar (USA) 'Agenda Setting and Beyond: A Construct Explored'

Szecsko, Tamas (Hungary) 'Mass Media as Instruments of Power: Paradigmatic Changes in Eastern Europe'

Katz, Elihu (Israel)

Discussant: Denis McQUAIL (Netherlands)

WORKING GROUP MEETINGS

Belief Systems and Values as Communication Room 10

Convenor: Stewart M. HOOVER (USA)

Chair: Robert WHITE (UK)

Papers: Gonzales, Jorge (Mexico) 'Los Frentes Culturales: Culturas, mapas, poderes y luchas por las definiciones legítimas de los sentidos sociales de la vida'

Nordlund, Jan-Erik (Sweden) 'Use of Television and Catharsis: A Theoretical Perspective'

Surlin, Stuart (Canada) 'North American and Caribbean Perceptions of Values Projected in Television Content'

Martin, Dan W.) (USA) Chari, H. 'Ideology and Technology as Frames for Sociality'

Hamilton, Mark (USA) 'Manipulating Television Viewers' Frames of Reference as a Persuasive Tool'

Svennevig, Michael (UK)

Discussant: Robert WHITE (UK)

Wednesday, July 27th

9.30am: WORKING GROUP MEETINGS (continued)

The International Theater of Consumption: Office
Cross-Cultural Analysis of Television Advertising

Chair: Sut JHALLY (USA)

Participants: Jay Blumler (UK), Jarmo Ikonen (Finland),
Uma Narula, Preben Sepstrup (Denmark), John Sinclair
(Australia), Samy Tayie (UK), Robert White (UK)

Printing Press and Cultural Identity

Room 2

Chair: Mary MANDER (USA)

Papers: Marvin, Carolyn (USA)

Moreno i Sarda, Amparo
(Spain)

Political Communication Research Group II

Room 5B

Chair: David PALETZ (USA)

Papers: Badaracco, Claire (USA) 'US Propaganda and the Rise of Popular Opinion Sciences in the 1930's'

Provizer, Norman (USA) 'Poll Wars: The Role of Candidate-Preference Surveys in the 1987 Louisiana Governor's Race'

Maltese, John 'How American Presidents Manipulate the Media: The Office of Communications'

Fortner, Robert (USA) 'News Coverage of the Washington Summit: A Cross-National Comparison of International Radio Services'

Guthrie, Kendall)
Grand, Steven) (USA)
Katz, Elihu) 'Symbolic Conquests in the Television Age: An Analysis of the Pope's Visit to Los Angeles'

Salazar, Leonardo) (USA)
Salazar, Claudia) 'Democratic Revolution or Reification: A Case Study of Nightline's TV Coverage of Nicaragua'

Wednesday, July 27th

9.30am: WORKING GROUP MEETINGS (continued)

Mass Communication and Cultural Identity I

Room 3
Translation in
4 languages

Chair: Manuel PARES I MAICAS (Spain) -Enric SAPERAS

Papers: Pares i Maicas, M (Spain) 'Concept of Identity'

Tremblay, G) (Canada) Shiele, B)	'Politique de Communication et Identite Culturelle Quebecoise'
Splichal, Slavko (Yugoslavia)	'Natural Diversities, Identity and the Media: The Case of Slovenia in Yugoslavia'
Garitaonaindia, C) Gurrea, A) Idoyaga, J V) Mingolarra, J A) (Spain) Zallo, R) Zunzunegui, S)	'Estructura y Politica de Comunicacion en Euskadi'
Corbella, Joan (Spain)	'La Comunicacio Social a Catalunya (panorama als anys 80)'
Beneyto, Juan (Spain)	'La Identidad Cultural en el Contexto Historico y ante la Perspectiva Cosmica'
Mestrovic, Matko (Yugoslavia)	'Cultural Identity - Between Existence and Utopia'
Sanchez-Tabernero, A (Spain)	'El periodismo como respuesta a los conflictos sociales'
Ledo, Margarita (Spain)	'Foto-reportaxe: a difusion no tempo para ollar'
Galdon, Gabriel (Spain)	'Documentacion periodistica y enriquecimiento cultural'
Roiz Celix, Miguel (Spain)	'Comunicacion en la sociedad campesina y rotura de identidad'

Wednesday, July 27th

9.30am: WORKING GROUP MEETINGS (continued)

Sport and the Mass Media II

Room 6B

Chair: Michael REAL and Robert MECHIKOFF (USA)

Issues and Controversies

Papers: Weinberg, Herb (USA)	'Needed: American Reporters for International and Amateur Sports'
Bellamy, Robert (USA)	'Structure of the Sports/Television Interface in the US'
Jhally, Sut (USA)	'Competition, Sports and the Commercialized Media'
Donohew, Lewis (USA)	'Drugs and (Len) Bias on the Sports Page: Content Analysis'
Becker, Lee) (USA) Creedon, Pamela)	'Altering Stereotypes about Female Sports and Television'
Gants, Walter) (USA) Wenner, Lawrence)	'Men, Women, Marriage and Sports on Television: Audience Experiences and Effects'
Real, Michael (USA)	'Current Research on Sports and Super Media'

International Communication, Music
and Youth Group: Popular Music and National Cultures

Room 4B

Chair: Deanna ROBINSON (USA) and Marlene CUTHBERT (Canada)

Papers: Uche, Luke (Nigeria)	'The Nigerian Music Environment and the Recording Industry: An Overview of a Popular Culture Industry'
Kumar, Keval J. (India)	'Youth Culture and Popular Music: The Indian Experience'
Won, Woo-Hyung) (South Bang, Jung-Bae) Korea)	'Study of Policy Making for Pop Songs based on the Prospect of Korea's Social Development in the Year 2000'

Other participants: J. Berland (Canada), M. Cuthbert (Canada),
J. Degia (Canada), A. Jerslev (Denmark), O. Oliveira
(Brazil), H. Unsal (Turkey), R. Burnett (Sweden),
N. Breaux (USA)

Wednesday, July 27th

9.30am: WORKING GROUP MEETINGS (continued)

Community Radio and Television

Room 9

Chair: Ole PREHN (Denmark)

Papers: Ambhule, A. T. (India)

'The Role of Rural Broadcasting
in India'

Dubey, V.)
Mishra, R.) (India)
Pandey, K.)

'Radio in Support of Women's
Empowerment for Child Survival
Protection and Development in
India'

Lafrance, Jean-Paul
(Canada)

'Les Enjeux de L'Espace de
Proximite'

Lundby, Knut
(Norway)

'Cultural Identity as Basis for
Community Television'

Mantyla, John
(Finland)

'First Commercial Radio - Then
Community Radio: The Case of
Local Radio in Finland'

O'Connor, Alan (USA)

'People's Radio in Latin
America'

Verschuren, P.) (Denmark)
Memelink, R.)

'Local Media in Dutch
Communities'

Hedman, Lowe (Sweden)

'Competitive Cultures'

1.00pm: LUNCH at the Palace of Congress

3.00pm: Josep Fernandez, Manager of
Division of Image and
Communication of Barcelona
Olympic Games Committee

'Barcelona Olympic Games'

4.30pm: Buses leave the Palace of Congress for a City Excursion or a
reception given by the Faculty of Information Sciences, University
of Autonoma, Bellaterra Campus and to visit the Faculty's most up
to date facilities for training in Journalism

8.30pm: Dinner

Thursday, July 28th - Morning

9.30am: SECTION MEETINGS

Bibliography III and COMNET

Room 1

Chair: Walery PISAREK (Poland)

Kirsti Saelen (Acting Coordinator of COMNET):

Report on the Developments of the COMNET Standardization Projects
in Communication Research Documentation

General discussion

Communication Technology V and
Political Economy III:

Room 4B

'New Technology of Communication: Implications for
Economy and Cultural Identity'

Chair: Zoltan JAKAB (Hungary)

Professional Education IV:

Room 5A

'New Thinking in Professional Ethics'

Chair: Richard COLE (USA)

Papers: Lambeth, Edmund (USA)

'Marsh, Mountain and Mesa: The
North American Academic's Role
in Ethics for Journalism and
Mass Communication'

Weaver, David) (USA)
Wilhoit, Cleve)

'The Ethics and Professional
Culture of US Journalism and
Mass Communication Professors'

Ansah, Paul (Ghana)

Eapen, K. E. (India)

WORKING GROUP MEETINGS

Health Communication including AIDS
and the Mass Media

Office I

Chair: Gustavo GUIZZARDI (Italy) and Edna EINSIEDEL (Canada)

Papers: Dickinson, Roger (UK)

'Aids and the Mass Media: Beyond
the Moral Panic'

Stella, Renato (Italy)

'Aids as a problem of
Information'

Einsiedel, Edna (Canada)

Guizzardi, Gustavo (Italy)

Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Health Communication including AIDS
and the Mass Media (continued)

Office I

Papers: McCron, R.)
Newell, D.)
Shaw, I.) (UK)
Prior, L.)
Heald, G.)

'Measuring the Effects of the
Public Information Campaign in
the Media on Knowledge of and
Attitudes Towards AIDS in the
UK'

Ethics and Responsibilities of International
Corporate Communications

Office 2

Chair: Dean KRUCKEBERG (USA)

Papers: Carrell, Bob) (USA)
Mody, Bella)

'Open-Closed Systems: A Review
of Responsible Crisis
Communication Management
Behaviours'

Newsom, Doug (USA)

'Crisis Categories and
Constants: 'Realities'
Constructed by Open or Closed
Communication Systems'

Kruckeberg, D (USA)

'Transnational Corporations: The
Need for a Code of Ethics'

Visual Communication

Room 2

Chair: John LENT (USA)

Papers: Schyller, Ingela (Sweden)

'Squirms, Smiles and Giggles: On
Children's Sense of Humor and
Their Reactions to Comic
Television Programmes'

Ajzenberg, Elza (Brazil)

'The Illustration of Vicente do
Rego Monteiro'

Fausing, Bent (Denmark)

'Images of Dreams'

Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Content Analysis and Evaluation of
Media Performance

Room 3
Translation in
4 languages

Chair: Denis McQUAIL (Netherlands)

Papers: El-Fawal, Nagwa (Egypt) 'Egyptian Party Newspapers and the Housing Problem: A Content Analysis'

Garcia, Carlos (Spain) 'Algunas concepciones acerca de la comunicacion popular alternativa en America Latina: Surgimiento, caracteristicas y perspectivas'

Greenberg, Bradley)
Stanley, Cynthia)
Siemicki, Michelle)
Heeter, Carrie) (USA)
Soderman, Anne)
Linsangan, Renato)

'Sex Content on Soaps and Primetime Television Series Most Viewed by Adolescents'

Holopainen, Veli
(Finland) 'Finnish Journalists' Reactions to a Case Study on International Norms of Journalism - A Personal Account'

Okigbo, Charles (Nigeria) 'Bad News is Good News or is it?'

Van Den Berg, H
Van Der Veer, K
(Netherlands) 'On the Structure and Function of Musical Discourse in Television Documentaries'

Mass Communication and Cultural Identity II

Room 8
Translation in
2 languages

Chair: Manuel PARES I MAICAS (Spain)

Papers: Herreros, Mario (Spain) 'El Paper de la Publicitat en la Identitat Cultural Catalana'

Gomez Mompart, J L
(Spain) 'Televisio i Identitat Cultural: el cas de TV3'

Esteve Ramirez, F.
(Spain) 'Cultura y Especializacion Periodistica'

Vinas, Hortensia (Spain) 'Imgaen de Navarra en la Prensa Cultural (Comunicacion Sociolinguistica y Etholinguistica)'

Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Mass Communication and Cultural Identity II
(continued)

Room 8
Translation in
2 languages

Chair: Manuel PARES I MAICAS (Spain) -Enric SAPERAS

- Papers: Berrio, Jordi) 'Aproximacio a la Definicio del
Corominas, Maria) (Spain) Concepte d'Espai Nacional de
Saperas, Enric) Comunicacio'
- Casasus i Guri, J. M. 'Els mitjans de comunicacio
(Spain) social com a instruments d'una
cultura nacional. El cas de
Catalunya'
- Perez Tornero, J. M.) 'Comunicacion de masas y
Costa, P. O.) bilinguismo'
(Spain)
- Garcia, Elisabet) 'Voste jutja, projeccio dels
Mateu, Manuel) (Spain) valors de la societat
Rueda, Paco) Catalana?'
- Gifreu, Josep (Spain) 'Sobre el proces de formacio
d'espais de comunicacio: el cas
catala'
- Crespo, Bartolome (Spain) 'Los medios de comunicacion
social y la identidad cultural'
- Marin, Enric
Tresserras, Joan M
(Spain) 'Ecosistema de comunicacio i
teoria de la nacio'
- Badia, Lluis
Mtz. Araico, Izaskun
(Spain) 'El nacionalismo como identidad
nacional'
- del Rey Morato, Javier
(Spain) 'Pueblos con estado y pueblos
sin estado en los medios de
comunicacion social: tres
hipotesis sobre la actualidad
europea'

Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Approaches to the Historiography of
Communication Studies

Room 10

Chair: Amparo MORENO I SARDA (Spain)

Papers: Sarda, A. M. (Spain) 'The Development of Mass Society
in Catalonia 1900-1939'

Aguilera, M. (Spain) 'Diachronie & Sinchronie des
medias audio visuels: une
perspective d'etude'

Guasch, J. M. (Spain) 'Communications Historiography:
A Proposal'

Community Radio and Television II

Room 9

Chair: Ole PREHN (Denmark)

Continuation of Session I

✓ Union for Democratic Communication
'Diversity in Action: Critical Communications
Work in North America'

Room 5B

Chair: Janet WASKO (USA)

Participants: P. Bruck (Canada), R. L. Fergoso (USA), H. Frederick
(USA), O. Gandy (USA), D. Miller (USA), K. Pawsell
(USA), C. Roach (USA), M. Schullman (USA), F. Subevi
(USA), G. Sussman (USA)

Development of Indigenous Journalism and
Broadcasting Formats

Room 4A

Chair: Robert WHITE (UK) and Annabelle SREBERNY-MOHAMMADI (USA)

Papers: O'Connor, A. 'Indigenous Radio in Ecuador:
Issues of Organization and
Cultural Form'

Oso, Lai (Nigeria) 'Development Journalism: A
Critique'

Schlessinger, Philip (UK) 'National Identity and Local
Programming Formats'

Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Development of Indigenous Journalism and
Broadcasting Formats (continued) Room 4A

Chair: Robert WHITE (UK) and Annabelle SREBERNY-MOHAMMADI (USA)

Papers: Sreberny-Mohammadi, A. (USA) 'The Development of Indigenous Journalism and Broadcasting Formats: The Role of Mass Media in Third World Cultural Identities'

Ferguson, Marjorie (UK) 'Canadian TV Production: Whose Cultural Identity is it Anyway?'

James, Sybil (Nigeria) 'Communication Education in Africa'

Molnar, Helen (Australia) 'Aboriginal Broadcasting in Australia: Challenges and Promises'

Gonzales, Jorge (Mexico) 'Television and Popular Culture in Mexico'

Wenner, Lawrence (USA) 'Development of Genre of Sports Broadcasting'

Reyes Matta, F. (Chile)

Jakubowicz, K. (Poland)

Communication Policy and Planning II

Room 6

Chair: Asle ROLLAND and Sissel LUND (Norway)

Continuation of Session I

Thursday, July 28th

- 1.00pm: LUNCH at the Palace of Congress
- 2.30pm: IAMCR GENERAL ASSEMBLY Room 6
- 6.30pm: Buses leave Palace of Congress for Hotels
- 7.30pm: Buses leave Hotels for Dinner
- 8.00pm: Dinner given by Ajuntament de Barcebra at Palauet Albeniz
- 10.30pm: Excursion to Open Air Theatre, TEATRE GREC, to see a Dutch Ballet and to hear a famous Catalan singer - Maria del Mar Bonet

Friday, July 29th

Departure after breakfast



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